

HCRC
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Diana Peterson <dfpeters@haverford.edu>

Re: WHRC update

Karl Moll <kmoll@haverford.edu>

Sat, Jan 12, 2013 at 4:53 AM

To: Spinning Indie <spinningindie@gmail.com>

Bcc: dfpeters@haverford.edu

I hope this isn't way more than you wanted. It's less of an objective history of the recent WHRC than my experiences with trying to get the station back up, but those are almost the same thing anyway. Feel free to truncate, edit, etc. as much as you need, and please let me know if there is anything else I can do for you:

The movement to get WHRC up and running again started two years ago. Several students began having meetings every couple of weeks to try and plan a revival, but it was very slow in the beginning (even though I was often accused of being too gung ho so early in the project- and they were right!). Student council was reluctant to provide funding to us because they sensed, rightly, that we did not have a plan of action. As the school year ended in 2011, we had about 10-15 people showing up to meetings at the peak. At the meetings, Fairleigh Barnes or I would assign everyone some logistical aspect of starting a radio station to research and report at the next meeting, followed by general brainstorming. We didn't make much actual progress during that semester, but this set the groundwork for some of the ideas we used later for recruiting, fundraising and show ideas.

The following year we had a much smaller group of students coming to meetings. Some of the decline came from seniors who had graduated, but I think most of the lack of enthusiasm came from older students seeing the radio fail and everyone else seeing that we didn't get anything done the previous year. But Thy Vo and I persevered (Fairleigh was studying abroad in China), and held weekly meetings on Sundays in the common room of our Lunt 1st suite (I usually made hot chocolate or coffee for anyone who wanted any). We had about 3-5 people showing up regularly, and our meetings were generally based around fundraising plans and what shape the radio station should look like if we ever got it up and running. Student Council gave us enough money to purchase some digital recorders, a Podmatic account, and GoDaddy hosting, but did not give use money for a Live365 account that we budgeted for. This was probably for the best in the long run, but it took some of the wind out of our sails at the time. We set up the website with some podcasts and playlists, and began organizing a pretty sizable email list, but our big accomplishment of the semester was our holiday fundraiser. We decided to go all out and host a "Chrismahanukwanzaakah (and other traditions too!)" party in the Dining Center Sunken Lounge. The idea was that we would provide warm apple cider, hot chocolate, candy canes, and I think Thy baked cookies, and also we would play festive music on vinyl and have sing alongs. The drinks and food worked out great, but the record player didn't work, I couldn't find any Chanukah or Kwanzaa vinyls anyways, and only one or two people wanted to do sing alongs. Besides that, it was a great success. We raised over \$400 and got people talking about radio some. The following semester, Thy and I put the radio on the back burner because we both had pretty heavy work loads, but in the Spring Andrew Thompson found a program called Airtime (an open source live streaming software) and showed it to me.

That summer, with the help of Comp. Sci. student Paul Raccuglia, I was able to get Airtime installed on one of the FIG servers (the student computing group). Around the same time, I started having meetings with James Weissinger who helped me develop a time-table for getting the station up and running again, and really held my feet to the fire to stick to it, though we did get snagged up a bit.

This year has really been a blur of activity for me, so it's hard to remember what all happened. Fairleigh was back from China, but Thy was now studying abroad in China. Fairleigh and I had a couple of meetings with James, who encouraged us to keep going and stick to the time table. Fairleigh and I did some good recruiting at the activities fair, and got a good group of freshman, but we didn't have a station yet. I was planning on staying at Haverford over fall break anyways, so I used the time to get the Airtime server connected to the

RadioFords website. At this point, we had a functional station, but absolutely no content. Around this time Dylan Reichman, a freshman who I had met through rugby and who has had a lot of experience working for a commercial radio station, came on board and really gave us a jump start of energy that we had been lacking. James, Fairleigh, Dylan and I had a meeting shortly after the website was up and decided that we would take it slow and steady the rest of the semester and have a launch in the Spring after we had set up everything just right. A couple weeks later, it took about half a day of being trapped in my room during Hurricane Sandy for me to complete throw aside everything we had talked about in the meeting, and I decided to try and fill up as much airspace as I could with content and advertise it on Facebook as much as I could. I really wanted it to be a community space during the hurricane, a sort of Fireside Chats. I contacted Dean Watters and Tom King to let them know that I was trying to have a community space that could serve as another method to contact students if there was an emergency, but thankfully that was not necessary.

One of the cool things about Airtime is that you can upload playlists to the server, and set them to play on a calendar. This allowed me to have the station running roughly 24/7 for about a week and a half with a skeleton crew of about 4 DJs (I kept repeating their playlists over and over and over, but it was OK since hardly anyone was listening). Fairleigh, Dylan, James and I met shortly after the hurricane and decided that we would make our major push to get the station on a "soft opening" with a major interest and recruiting meeting shortly after Thanksgiving. It was a major success, with 33 people showing up, all of whom were rearing to go! I think large factor in the change in excitement level was that these were all new people, very few were familiar with our lack of success in years past, and no one was there who would have seen the old incarnation of the radio fall. There was a real can-do spirit in the air, and by the DJ grid was all set up we had about 44 DJs (one of whom was from Bryn Mawr)! We got started about two weeks before finals, and called this time "Operation Sandbox" (people could play around as much as they wanted and not worry about messing up). We are currently still streaming over the break, or at least should be, and we will be going full steam ahead as we enter this semester! I'm very excited.

On Fri, Jan 11, 2013 at 9:53 PM, Spinning Indie <spinningindie@gmail.com> wrote:

Thanks. That would be great! Have a great weekend!

Jennifer

On Fri, Jan 11, 2013 at 3:14 PM, Karl Moll <kmoll@haverford.edu> wrote:

> Hey Jennifer, hope you are well. Sorry I haven't responded yet. Being home
> messes up my email habits.
> I'm about to head out to dinner, but when I get home I'll write up the
> update and send it to you tonight!
> Hope this works for you,
> Karl
>

> p.s. Thank you so much for all the support and coverage you've been giving
> us. It's really improved the morale of the core group here, and it really
> feels good seeing our work appreciated!

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> On Fri, Jan 11, 2013 at 4:53 PM, Spinning Indie <spinningindie@gmail.com>
> wrote:

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>> Hey Karl,

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>> Just wanted to make sure you got my note earlier this week. Any chance
>> you can give me a short update about WHRC and the timeline of getting
>> the station resurrected. Here's my note that I sent via Facebook:

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>> My journal article about WHRC has been delayed...but is finally
>> getting published in March. That means that I get to add in an update

>> about the last few years at WHRC. Do you have a few minutes to send me
>> a few paragraphs about your efforts to revive the station. I'd love a
>> brief timeline of the highlights of when you first got the station
>> online and a summary of how many DJs/shows you have now. My deadline
>> is in a week, so if you could get me something by this weekend, I'd be
>> really thankful.
>>
>> Thanks!!
>> jennifer
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